

## LISTING OF CLAIMS

**The following listing of claims replaces all prior versions.**

Claims 1-14 (CANCELLED).

15 (CURRENTLY AMENDED). A broadcasting system comprising:

a broadcasting apparatus adapted to transmit ~~a~~ several composite video signals to several respective geographic areas, each said composite video signal including a video broadcast channel that carries a video signal for an audio-visual program, a main audio channel that carries a standard audio track for said program, and an SAP channel that carries an alternative audio track for said program, said alternative audio track being a modified version of said standard audio track that is specific to ~~a~~ the respective geographic area, said standard audio track and said alternative audio track consisting of dialog in the same language; and

a plurality of video signal processors disposed in several of said geographic areas and adapted to receive said composite video signal and to generate corresponding output audio and video signals, said video signal processors including a selector adapted to select one of said main and alternative audio tracks as the active audio track, said video signal processors generating said output audio signal corresponding to said active audio track, said main and alternative audio tracks having first and second segments, respectively, with most of said first and second segments

being identical;

wherein a first of said video signal processors is disposed in a first of said geographic areas, having its selector set to receive the alternate audio track and generating a first output audio signal with a small number of segments being specific to said first geographic location ; and

wherein a second of said video signal processors is disposed in a second of said geographic areas, having its selector set to receive the alternative audio tracks, and generating a second output audio signal with a small number of segments being specific to said second geographic location, the remaining segments of said second output signal being identical to the remaining segments of said first output signal. -.

16 (CANCELLED).

17 (PREVIOUSLY PRESENTED). The system of claim 15 wherein said standard audio track includes a sequence of A segments and B segments and said alternative audio track includes a sequence of A segments and C segments, and said C segments are different from said B segments.

18 (PREVIOUSLY PRESENTED). The system of claim 17 wherein every B segment in said standard audio track is replaced by a corresponding C segment in said alternative audio track.

19 (CANCELLED).

20 (PREVIOUSLY PRESENTED). The system of claim 15 wherein said main and alternative audio tracks are customized for viewers with different demographic characteristics.

21 (CANCELLED)

22 (CURRENTY AMENDED). A broadcasting system comprising:

a broadcasting apparatus adapted to transmit a composite video signal, said composite video signal including a video channel that carries a video signal for an audio-visual program, a main audio channel that carries a standard audio track for said program, and an additional audio channel that carries an alternative audio track for said program, said alternative audio track including content specific to a geographic location, each of said audio tracks being composed of sequential sound segments, wherein said alternative audio track is modified by replacing only some of the segments of said standard audio track with other segments not found in said standard audio track, all the common segments of said tracks carrying dialog in the same language; and

a plurality of TV receivers adapted to receive said composite video signal and to display images corresponding to said video channel, said TV receivers generating sounds corresponding to one of said standard and alternative audio tracks;

wherein at least ~~one~~ a first of said TV receivers is disposed at said ~~a first~~ geographic location while ~~another of said TV receivers is disposed at a separate geographic location, and wherein said one TV receiver selective~~ and generates an a first audio track corresponding to one standard and including said alternative audio track a first set of said other segments, said first set of other segments including information specific to said first geographic location; and

wherein at least a second fo said TV receivers is disposed at a second geographic location and generates a second audio track including a second set of said other segments, said second set of other segments including information specific to said second geographic location.

23 (ORIGINAL). The system of claim 22 wherein each TV receiver includes a selector that determines which of said audio tracks is the active audio track.

24 (ORIGINAL). The system of claim 23 wherein said selector is responsive to commands from a user.

25 (ORIGINAL). The system of claim 24 further comprising a latch responsive to a code to override said commands and lock said selector into a predetermined position.

26 (ORIGINAL). The system of claim 22 wherein said additional audio channel is an

SAP channel.

27 (ORIGINAL). The system of claim 22 wherein said standard audio track comprises A segments and B segments, and said alternative audio track comprises A segments and C segments, said C segments being different from said B segments.

28 (CANCELLED).

29 (ORIGINAL). The system of claim 27 wherein said B and C sound segments are targeted for viewers having different demographics.

30 (PREVIOUSLY PRESENTED). The system of claim 29 wherein said B segments are targeted to viewers independently of their geographic location and said C sound segments are targeted to viewers at said specific geographic location.

Claims 31-46 (CANCELLED).

47 (New). The system of claim 27 wherein the C segments received in the first geographic location are different from the C segments received in the second geographic location.